

## Results of the Wisconsin Main Street Program

The results in Wisconsin have been impressive. Here is a summary of what Wisconsin Main Street Programs have brought to their respective downtowns and communities:

- Significant numbers of improved facades and rehabilitated buildings
- Numerous new businesses and jobs
- Growth of locally-owned businesses
- Expanded tax base
- Increased rent and sales per square foot
- Better environment for tourism and industrial development
- More efficient growth and an alternative to sprawl
- Increased public and private investment in the downtown and community
- Preservation of historic and cultural resources
- Improved downtown and community image
- New and improved events to bring fun and foot traffic downtown
- Infill construction to knit the urban fabric
- Attraction of complimentary businesses
- Development of alternative housing

“My career as a professional fundraiser/resource developer has meant living and working in Michigan, New Jersey, Pennsylvania, Ohio, Florida, Mississippi, Virginia, North Carolina and Hawaii over the past 25 years. I have been associated with or worked with Main Street Programs in most of those places. The Wisconsin Main Street Program and support to local affiliates is the best I have seen.” *Bob Johnson, Chippewa Falls*

“As a Retail Grocer in a competitive market, we rely on a solid local customer base. A vibrant and healthy downtown is necessary for the stability and future growth of a small city. A downtown alive with activity equates to strong neighborhoods with a sense of community.” *John and Jean Blattner, Owner/Operators, Blattners Piggly Wiggly of Sheboygan Falls*

## Mission of the Wisconsin Main Street Program

The Bureau of Downtown Development administers an economic development program targeting Wisconsin's historic commercial districts. Bureau staff provides technical support and training to Wisconsin communities that have expressed a grass roots commitment to revitalizing their traditional business districts using a comprehensive strategy based on historic preservation.



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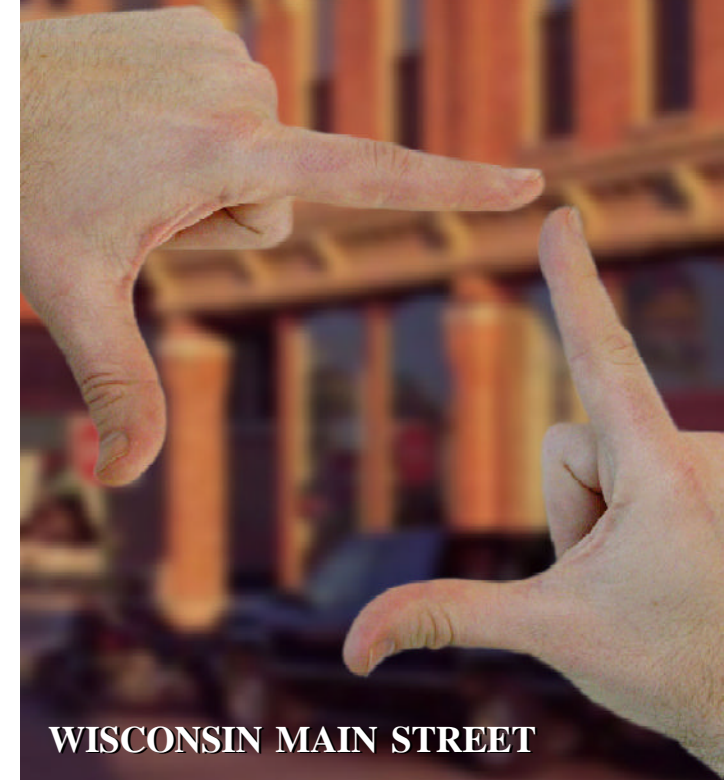
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# Economic Development for Downtowns

## Achieving your Vision for Revitalization



WISCONSIN MAIN STREET

# The Main Street Approach



**Organization** involves building a Main Street framework that is well represented and provides the stability to maintain a long-term effort.

**Design** involves enhancing the physical vitality of the business district and the potential to attract and keep customers, tenants and investors.

**Economic Restructuring** involves improving the competitiveness of Main Street's traditional merchants, creatively converting vacant space to new uses, and recruiting new complimentary businesses.

**Promotion** creates excitement and encourages consumer traffic in the downtown through street festivals, parades, retail events, tourism and image development campaigns.

## Nationwide Network

The National Trust for Historic Preservation established the National Main Street Center in 1980 to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

There are no quick fixes for declining downtowns. Success is realized through a comprehensive and incremental approach. The four elements that combine to create the well-balanced Main Street Program are organization, design, economic restructuring and promotion.

## Available Services

Communities selected to participate in the Wisconsin Main Street Program initially receive five years of free intensive technical assistance aimed at enabling them to professionally manage their downtown or historic commercial district to better compete with their managed competition. The services include:

- Manager orientation and training sessions
- Materials such as manuals and slide programs
- On-site volunteer training programs
- On-site planning visits
- On-site design assistance
- On-site business counseling
- Downtown market analysis
- Advanced tech-visits on specific downtown issues
- Program assessment visits

## Application Information

Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process. Successful applicants are committed to the following key principles:

1. Establishment of a volunteer board of directors
2. Procurement of stable, local funding
3. Development of public/private partnerships
4. Commitment to hire a program manager
5. Commitment to the four-point approach
6. Establishment of a well defined commercial district
7. Commitment to historic preservation
8. Willingness to work and succeed over time

*If your community is interested in learning more, please contact us at (608) 266-7531.*